

Keith-O'Brien Company

MAGNIFICENT ROUND-UP!

AROUSES TREMENDOUS ENTHUSIASM AMONG SHOPPERS. THIS WEEK'S STIRRING EVENT WILL BE IN HOUSE FURNISHINGS.

In some cases half off prices; other reductions notable and far reaching. Experience in round-up sales--before the stampedes--teaches the advisability of early shopping. Every promise faithfully carried out. An exciting season for dependable reductions and indispensable articles.

Nottingham Cur- tain Ends 19c each.

Manufacturers' Sample Ends--Nottingham, Irish Point and Brussels Lace Curtain Ends. If in pairs would cost from \$1.50 to \$7.50 pair. Choice, each, 19c, 29c and 35c.

Ruffled Muslin Curtains, \$1.10 kind, for 50c pair
Ruffled Muslin Curtains, \$2.50 kind, for \$1.49 pair
Ruffled Muslin Curtains, \$3.25 kind, for \$1.95 pair
Ruffled Bobbinet Curtains, \$2.00 kind, for \$1.10 pair
Ruffled Bobbinet Curtains, \$3.00 kind, for \$1.75 pair
Ruffled Bobbinet Curtains, \$3.95 kind, for \$2.45 pair
Nottingham Curtains, \$1.35 kind, for 95c pair
Nottingham Curtains, \$2.25 kind, for \$1.35 pair
Nottingham Curtains, \$2.75 kind, for \$1.75 pair
Nottingham Curtains, \$3.50 kind, for \$2.25 pair
Snowflake Mid-Summer Draperies, cool, lightweight, washable.

\$1.50 Draperies 95c pair
\$2.50 Draperies \$1.45 pair
\$3.50 Draperies \$1.95 pair
Arabian Lace Bed Sets, hand made centerpieces, edging on heavy French net, \$15.00 kind, reduced to \$6.95.

Lace Bed Sets, lace edging and insertion trimmings, \$7.50 kind, for \$3.95.

Curtain Materials and Trimmings.

36 inches wide figured and plain Silkline 7 1/2c yard
36 inches wide figured and dotted Swiss, 15c qualities for 9c yard
36 inches wide figured Burials, 20c qualities for 13 1/2c yd
32 inch Figured Denims, 15c qualities, for 11c yard
36 inch Cretone Art effects, 17 1/2c qualities for 11 1/2c yard
36 inch Satines (figured), 17 1/2c qualities for 11c yard
50c Figured and Plain Drapery Silks, for 39c yard
12 1/2c Brass Extension Rods, for 7c
35c Japanese Cushion Tops for 25c
65c Lithograph Cushion Tops for 39c
50c Girdle Pillow Sets, includes 2 1/2 cord and 4 rosettes for 29c
65c Silk Floss Cushions in Muslin, 24x24 inches 45c
35c Window Shades with rollers, all complete, for 23c
\$6.50 Rope Portieres for double doors, \$3.95 each
15c Silk Cord for Cushions, Portieres, etc., 10c yard
15c Woven Rice Straw Porch Seats for 8c
\$1.50 Silk Mantel Scarfs, silk fringe, for \$1.95

Portieres, Couch Covers.

Couch Covers, all new colors--
\$2.50 Kind for \$1.25
\$3.50 Kind for \$1.75
\$10.00 Kind for \$6.00
\$4.50 Kind for \$2.25
\$7.50 Kind for \$3.75
Portieres, this season's newest styles--
The \$3.25 Kind for \$1.95 pair
The \$6.75 Kind for \$3.95 pair
The \$8.50 Kind for \$4.95 pair
The \$10.50 Kind for \$6.95 pair
The \$13.50 Kind for \$7.55 pair
The \$20.00 Kind for \$12.00 pair
The \$39.00 Velour for \$29.00 pr

Silk Milan Slumber Robes--can be used for Portieres, Couch Covers, Chair Throws, etc.
\$1.50 Kind for 95c each
\$2.75 Kind for \$1.75 each
\$3.50 Kind for \$1.95 each
Tapestries for Draperies, Furniture Coverings, etc., etc.
49c Tapestry for 29c a yard
\$3.00 and \$4.00 Tapestries for \$2.25 a yard
Furniture Slip Covering Linen, 50 inches wide, 50c and 60c qualities for 39c a yard
English Dimities for Draperies, Slip Covers, etc., etc. 25c a yard, reduced from 35c.



Summer Carriage Lap Robes.

What is left of our Summer Carriage Robes will be closed out at ridiculously low prices.

\$1.50 Carriage Robes for 89c each
\$1.75 Carriage Robes for 95c each
\$2.00 Carriage Robes for \$1.10 each
\$2.25 Carriage Robes for \$1.35 each
\$2.50 Carriage Robes for \$1.50 each
\$3.00 Carriage Robes for \$1.95 each

Ladies' Neckwear

We invite you to visit the neckwear section this week. A new line of pretty summer neckwear has just been received.

Beautiful lace and embroidery collars are most becoming and perfectly comfortable for hot weather. We have a line of pretty lawn collars trimmed with lace medallions at 25c each. Some nobby little linen collars trimmed with lace insertion for 35c. Collars of all descriptions and all prices; call and see them.

Shirt Waist Boxes

Shirt Waist Boxes--All our \$3.00 upholstered boxes, choice for \$1.50 each.
Perforated Chair Seats, 12 1-2c, reduced to 6c.
Folding Lawn or Porch Chairs, about 50 in the lot, to close, 75c each.

Artistic Furniture.

We are closing out our entire line of Grass, Rattan, Mission, Weathered Oak and Pyro-decorated Furniture at just half-price of our already low marking.
\$20.00 Divan \$10.00
\$17.50 Armchair \$8.75
\$15.00 Library Table \$7.50
\$9.50 Pyro-decorated Corner Seat \$4.75
\$13.00 Rattan Couch \$6.50
\$17.50 Spanish Leather Chair \$8.75
\$4.50 Child's rattan Rocker \$2.25
\$30.00 Weathered Oak Desk \$15.00
\$5.00 Rattan Table \$2.50

Art Goods

White Linen Shirt waist patterns in all designs, wheat grapes, cherries daisies and conventional. They will go fast, but while they last, \$1.37.
Stamped center pieces in all patterns. Regular 40c and 50c, for 34c.



GREX GRASS RUGS 39c EACH.

18x36 inch Grex Grass Rugs, 39c reduced from 65c.
21x45 inch Grex Grass Rugs, 49c reduced from 95c.
26x54 inch Grex Grass Rugs, 69c reduced from \$1.95.
Manufacturer's sample line of Ingrains, Tapestries, Velvets, Axminster Carpets, made up into Rug lengths, 50 per cent less than cost of manufacture.
Ingrain Rugs at 12c, 14c, 17c, 20c, 25c, 32c, 40c and 45c each.
Tapestry Rugs at each, 45c, 55c, 60c, 65c and 75c.
Velvet Rugs at each, 60c, 75c, 9c, 35c.
Axminster Rugs at 95c.

All Wool Ingrain Carpet Rugs--A pretty dining and sitting room rug at a big saving. 9x9, \$6.75 each; 9x10.6, \$7.90 each, 9x12, \$9.00 each, 9x15, \$11.25 each.
Shervan Rugs, 36x63 in. \$9.95 each, reduced from \$6.75.
Bigelow Axminster Rugs, 36x63 in. \$5.95 each, reduced from \$10.50.
Bigelow Axminster Rugs, 36x72 in. \$6.75 each, reduced from \$11.00.
All Wool Smyrna Rugs, 18x36 in. 69c each, reduced from 95c.
All Wool Smyrna Rugs, 21x44 in. \$1.10 each reduced from \$1.65.
All Wool Smyrna Rugs, 26x54 in. \$1.19 each, reduced from \$2.75.

ALL SALES IN FORCE UNTIL JULY 4TH.

HALF PRICES. Dress Goods.

Exquisite dress goods in Melange Mohairs, All Wool Canvas Cloths, Mixed Wool Suitings, Mohair Checks, Mohair Stripes, Etamine Melange, Satin Stripe Challies, Black and White Shepherd Checks and innumerable high class imported dress patterns at half price. Then in magnificent Silk Fabrics, while the prices are not half, the reductions are equally attractive.
The goods are all new and fashionable.

HALF PRICES. Linen, Summer Wash Goods.

The women are still talking of the half price sale in these indispensable necessities: Summer wash dress fabrics, linens, toweling, comforts, table linen, etc. The stock is all new and desirable and the sale is genuine. Many matchless bargains are daily delighting the women. Remnants are being sold at prices which make them go fast.

HALF PRICES. Men's Furnishings.

It is an alluring combination when half prices and quality and style mingle. When they prove as represented. It was an extraordinary sale for men--for men responded and are still discussing the genuineness of the sale. We have yet immense assortments--and especially do we offer opportunities in neckwear. Take our word for it. Come and see the varieties.

HALF PRICES. Ready-to-wear Garments.

Consisting of Ladies' Fashionable Suits, Skirts, Jackets and Waists. There are many imported novelties shown; many street suits, Walking Skirts, Foulard Dresses, Linen Dresses, Monte Carlo Jackets, Lawn Waists, Wash Skirts, Jackets, Etamine Suits, Swiss Organdies, etc. A wonderful showing of fashionable apparel. During this last week you may find just what you have been asking for.

FOURTH OFF. Shoes.

Our line of Fine Shoes is replete in sizes and widths, so that you may be fitted elegantly and comfortably. It abounds in all the latest styles and patterns dictated by eastern markets and worn by the elite of eastern society.

One Fourth Off.

Brass and Iron Beds and Mattresses.

All our Brass Beds are finished in English Gold Lacquer, will not tarnish. Iron beds are of the best baked enamel, bicycle finish--

\$75.00 Brass Beds for \$55.00
\$85.00 Brass Beds for \$49.00
\$50.00 Brass Beds for \$39.00
\$20.00 Iron Beds for \$13.50
\$19.00 Iron Beds for \$12.50
\$15.00 Iron Beds for \$10.00
\$13.50 Iron Beds for \$9.00
\$15.00 Elastic Felt Mattress for \$9.50
\$12.50 Elastic Felt Mattress for \$6.95

NEW STOCK WHITE LAWN WAISTS--We have received a shipment of new white lawn waists. These goods will not be included in the half price sale.

Expert Advice

The remark is frequently made that the basement section is the prettiest part of the store. Certainly the appointments are new to Salt Lake. Here oriental effects abound--cozy nooks, artistic dens. Suggestions in House Furnishings, ideas in the arrangement of odds and ends, quaint novelties here and there to show possible effects to be produced in rooms in an average home, and an endless variety of those very pleasing and tempting articles necessary to its completion. A visit to the department is very helpful in the way of suggestions looking to making home more attractive.

Such a department and on such a scale is a feature new to the city. It is a step in the direction of metropolitan merchandising, no large department house being complete with this important auxiliary.
Heretofore when furnishing a home along correct lines--whether the appointments of a cottage, a residence on a scale more pretentious, or the decoration of a palatial abode--there has been no house to which the anxious wife could turn for expert assistance. That day has passed. We cover the field. In this department men are employed who have had long training in their specialty. Their experience enables them to secure desired results without those annoying experiments so productive of dissatisfaction and needless expense. During the week people needing rugs, draperies, odds and ends in furniture and those little ornamental details in house furnishings will have the additional inducement offered by our extraordinary reductions in price.